

HERSHMAN MUSICAL INSTRUMENT CO., INC.

Cable Address "HERMUSICAL" NEWYORK

August 16, 1963

53 WEST 23rd STREET
NEW YORK 10, N. Y.

ALgonquin 5-0709
(Area Code 212)

NATIONAL DISTRIBUTORS of

GOYA
Fretted Instruments

PAUL DUPRE
Woodwinds

JACCARD
Motronomes

MAG-NOTE
Music Boards

Robert
MARTEL
Band Instruments

DORSCH
Recorders

TOPPER
Woodwind Reeds

G. H. HULLER
Bassoons

Carl
WUNDERLICH
French Horns

G. A. PFRETZSCHNER
Violins and Bows

ANDREAS MORELLI
Stringed Instruments
and Strings

HERMANN LOWENDALL
Violins and Violas

G. F. HEBERLEIN
Stringed Instruments
and Strings

CLAVIETTA
Blow Keyboard

DURSCHMIDT & GUETTER
Master Violins

AVALON
Music Writing Pens

HERCO, TOPPER,
BELLAIRE Products

IMPORTANT INFORMATION FOR GOYA DEALERS

Herewith enclosed is our new Goya catalogue of fine guitars and mandolins. Please note the many new models added to the line and the changes and additions to the accessory pages.

After much deliberation we have instituted what we believe to be a fair and equitable dealer discount plan based upon the dollar volume of Goya instruments purchased by the dealer. It is not fair to the dealer who stocks and promotes the Goya line to receive the same discount as the dealer who does nothing but place an order when he has a retail customer for a particular model. Effective immediately the standard dealer discount on all Goya instruments will be 40%. However, you can secure a 50% discount if your purchases warrant it per the following details.

For the rest of 1963 all current Goya dealers will continue to be billed at 50% discount until December 31st. The total dollar volume in 1963 will determine your discount in 1964. The total of your purchases in 1964 will determine your discount for 1965, and so on.

Dealers who purchase less than \$1,000 worth of instruments in a calendar year will be known as "B" dealers and receive a 40% discount. Dealers who purchase more than \$1,000 worth of instruments in a calendar year will be known as "A" dealers and receive a 50% discount. Once the discount is established for the dealer it will apply to all purchases of instruments (not cases or accessories) regardless of the quantity ordered or shipped. All cases and accessories remain at 50% discount for all dealers.

NEW Goya dealers will receive a discount based on the opening order. Under \$1,000 --40%. Over \$1,000.--50%. Deliveries on a \$1,000 opening order may be spaced up to 4 months, but in this event billings will be at 40% discount until the order is completed when the dealer will receive full credit for retroactive discount on the 50% basis. Also, at anytime during the year, if billings to a "B" dealer reach a \$1,000, he automatically and immediately becomes an "A" dealer for the balance of the year (and the following calendar year). A "B" dealer may at anytime place a large order to bring the total for the year to a \$1,000, and receive a 50% discount on that larger order as well as immediately becoming an "A" dealer.

The true purpose of this plan will be defeated unless some provision is also made concerning the types of instruments making up the \$1,000. volume. For example a dealer could order enough of the lower priced G-10's only to make up an order for a \$1,000, and none of the other models. Obviously we could not run a factory making just lower priced models and the dealer is not doing justice to the line. Therefore one third (1/3) of the \$1,000. volume must be in models listing above \$129.50 in order to qualify as an "A" dealer and receive the 50% discount.

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Dealers will not be penalized if we are unable to ship enough guitars in a year to warrant an "A" discount. This is our problem. We believe this plan will protect the active Goya dealer. Please note that the \$1,000 figure discussed covers about 15 guitars for the entire year. Following is a net price schedule and also the current delivery availability on all models. Deliveries vary and change continuously so please plan far in advance.

CONFIDENTIAL DEALER COST PRICES
Effective July 1, 1963

MODEL NO.	AUGUST 15, 1963 DELIVERY SCHEDULE	DESCRIPTION	LIST PRICE	DEALER COST	
				"A" -50%	"B" - 40%
G-10 3/4	JAN.	Classic.	\$ 114.50	\$ 57.25	\$ 68.70
G-10	DEC.	Classic.	119.50	59.75	71.70
G-13	NOV	Classic.	169.50	84.75	101.70
G-17	SEPT.	Classic.	192.50	96.25	115.50
G-20	SEPT.	Classic.	247.50	123.75	148.50
G-30	OCT.	Classic.	399.50	199.75	239.70
G-40	OCT.	Classic.	600.00	300.00	360.00
F-11	DEC.	Folk.	129.50	64.75	77.70
F-19	OCT.	Folk.	199.50	99.75	119.70
F-27	SEPT.	Folk.	240.00	120.00	144.00
M-22	OCT.	Steel.	109.50	54.75	65.70
M-24	SEPT.	Steel.	129.50	64.75	77.70
S-14	JAN.	Steel.	119.50	59.75	71.70
S-16	JAN.	Steel.	139.50	69.75	83.70
S-18	OCT.	Steel.	179.50	89.75	107.70
TS-4	NOV.	12 String.	199.50	99.75	119.70
TS-5	DEC.	12 String.	285.00	142.50	171.00
FL-7	SEPT.	Flamenco.	295.00	147.50	177.00
TG-15	OCT.	Tenor.	117.50	58.75	70.50
MA-6	NOV.	Mandolin.	89.50	44.75	53.70
MA-8	NOV.	Mandolin.	119.50	59.75	71.70
MA-9	NOV.	Mandolin.	350.00	175.00	210.00

SPECIAL NOTE

We have a co-op advertising plan for dealers using over \$2,000 of guitars a year whereby you may receive credit for half your cost of Goya consumer advertising on radio, in newspapers or in the Yellow Pages up to 2-1/2% of your net purchases. Also we have a special coupon redemption plan where you receive coupons with every Goya purchase good for a cash discount against all higher priced models. Enclosed is a copy of our string program catalogue of violins-violas-cellos-basses. Write for special net prices and for information on any of the above in our violin family lines.